

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Poland

Exporter Guide

Exporter Guide for Poland and Baltic States

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Report Highlights:

This report provides updated economic indicators for Poland and the Baltic States. Full text of the Exporter Guide – Poland and Baltic States 2009 is available at

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/EXPORTER%20GUIDE%20ANNUAL_Warsaw_Poland_11-27-2009.pdf.

Executive Summary:

Poland, Lithuania, Estonia, and Latvia present many opportunities for U.S. products along with challenges posed by competition in these markets. Exporters with product access to the EU-27 should give serious consideration to emerging markets in these new member states. For example, while Poland was the only EU Member State with positive GDP growth in 2009 that reflected the sound fiscal policies pursued by its government; the economies of the Baltic States lent themselves to niche markets for U.S. high value products. This region highly regards America and proudly displays their American linkage with a flag or geographic emphasis. Poland and the Baltic States' retail and HRI sectors are growing. The region's expanding food processing sector also provides opportunities for U.S. suppliers of a wide variety of raw ingredients. Most popular are U.S. consumer-ready and high-value food products, from grapefruit, cranberries, seafood, wine and spirits, pet food to baking ingredients, , almonds, pistachios, sunflower seeds, and protein isolates. Poland is a top market in Europe for U.S. soybean meal and dairy genetics. While Europe poses many technical barriers - high tariffs, subsidies, and byzantine food safety standards, new member states offer substantial business opportunities for those willing and able to surmount those challenges.

Post:
Warsaw

Economic Tables:

POLAND

Agricultural Imports From All Countries (\$Mil)/U.S. Market Share (%) ^[1] – 2009	12,498,470/ 0.9
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%) - 2009	7,044,343/ 0.51
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%) – 2009	182,938/ 2.77
Total Population (Millions)/Annual Growth Rate (%)	38.5/ 0.05
Urban Population (Millions)/Annual Growth Rate (%)	23.9/ 1-2
Number of Major Metropolitan Areas ^[2]	6
Size of the Middle Class (Millions)/Growth Rate (%) ^[3]	3.9/ 1
Gross Domestic Product Rate (% , 2009)	1.7
Unemployment Rate (% , 2009)	9.8
Average Monthly Food Expenditures, USD	\$205
% of Females Economically Active ^[4]	51.9
Exchange Rate (U.S. \$1, Monthly avg. between December 2009 and November 2010)	2.79

BALTIC STATES

Agricultural Imports From All Countries (\$Mil)/U.S. Market Share (%) – 2009 ^[1]	5,765,901/ 2.43
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%) - 2009	3,380,796/ 1.16
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%) – 2009	482,176/ 6.62
Total Population (Millions)/Annual Growth Rate (%)	7/ (-0.51)
Urban Population (Millions)/Annual Growth Rate (%)	4.1/ 0.2
Number of Major Metropolitan Areas ^[2]	2
Size of the Middle Class (Millions)/Growth Rate (%) ^[3]	0.7/ 0.1
Gross Domestic Product Rate (% , 2009)	(-15.63)
Unemployment Rate (% , 2009)	14.86
Average Monthly Food Expenditures, USD	\$250
% of Employed Females ^[4]	47
Exchange Rate (US\$1, Monthly avg. between December 2009 and November 2010) ^[5]	Lithuania – Litai 2.56 Estonia – Krooni 11.61 Latvia – Lati 0.53

[1] Global Trade Atlas, data from 2009.

[2] Population in excess of 1,000,000.

[3] These are unofficial estimates due to the lack of reliable statistics.

[4] Percent of total number of women 18-59 years old.

[5] Note: Estonia will replace the Krooni with the Euro effective January 1, 2011.